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Research Article

The Impact of Body Positivity in Fashion Advertising on Customer Perceptions and Purchase Intentions

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ABSTRACT

The fashion business is regarded as one of the most important industries in the world and contributes significantly to the world economy's benefits. In the era of technology, applying the right management techniques for advertising is very important to succeed among commercial competitors in competitive markets. Even though advertising has so many positive effects, it also has a negative side, such as it could create unrealistic beauty and body standards due to the marketers using attractive, slender, and tall models which promotes the ideal body image in culture. The purpose of this research is to determine how impactful body diversity in advertising affects consumers' attitude toward advertisements and their desire to buy clothes, to determine what kind of models to utilize in fashion goods commercials to strengthen consumer perceptions of advertisements and buy intent, and to explore the effects of size inclusivity as the moderating variable of diversity in advertising and attitude toward the advertisements. The methodologies used in this study were qualitative and quantitative. As a result, the purpose of this study is to determine whether or not advertising that promotes body positivity has an impact on how consumers feel about advertisements and their intentions to buy from fashion retailers, which type of model's body, a larger or slimmer one, has a greater effect on the consumer's perception of the advertising and their desire to purchase according to the customer's body type and sizes, and how size inclusivity becomes the moderating variable between advertisements and purchases.

Keywords: *Body positivity, Customer's perceptions, Fashion, Advertising, purchase intentions*

Introduction

The fashion business is regarded as one of the most important industries in the world and contributes significantly to the world

economy's benefits. (According to McKinsey's State of Fashion, 2017) analysis, if GDP for individual countries were taken into account, the global fashion sector would rank as the

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seventh-largest economy in the world. Moreover, Badan Pusat Statistik stated that the GDP for Indonesia's fashion industry has become IDR 35.17 trillion in the second quarter of 2022. This amount increased by 13.74% from the same period last year of IDR 30.92 trillion

(Dataindoneisa.id, 2022). Due to continuous growth, the fashion industry, especially in Indonesia, has become one of the most interesting industries for people to start their business, making the fashion industry become one of the most competitive markets.

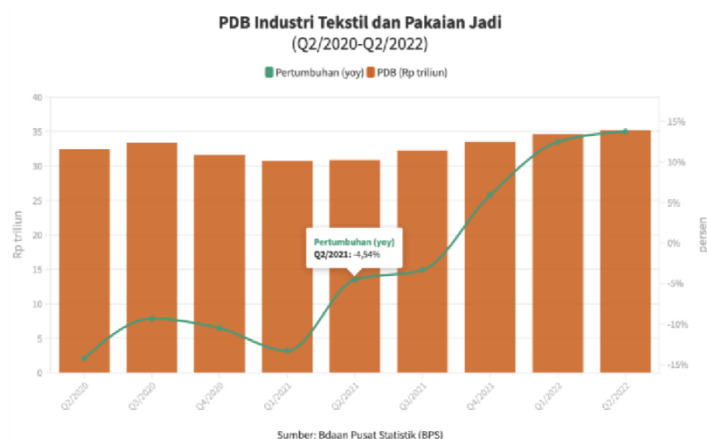


Figure 1. Indonesia's Fashion Industry GDP (Dataindonesia.id, 2022)

In the era of technology, applying the right management techniques for advertising is very important to succeed among commercial competitors in competitive markets (Farahani et al., 2020). It is proposed that, using advertising with personal conceptions would be effective in establishing a favorable attitude toward a certain company (Roza et al., 2021). It is currently one of the finest methods to expand markets, draw in new customers, shape customer's perceptions towards the brands, and diversify revenue streams by increasing their customer's purchase intentions.

According to (Wang et al., 2014) Although it has been shown that many customers might feel irritated or tired with the advertisements that are boring and ordinary. However, if the commercial is presented attractively, it could increase customer's purchase intentions. Therefore, companies must make an attractive advertisement in order to attract consumers and increase their purchase intention, using models is one example. One of the main reasons is that consumers are influenced by the model's beauty. If the model is thought to be appealing, then their intention to buy will grow (Wang et al., 2013).

Even though advertising has so many positive effects, it also has a negative side, such as it could create unrealistic beauty and body standards due to the marketers using attractive, slender, and tall models which promotes the ideal body image in culture. (Ichsani, 2016). According to Urban Dictionary, beauty standards are criteria that individuals must have to be considered as attractive.

However, there are billions of people on this planet and most of them are far from what the beauty standard has described. People tend to feel dissatisfied with their bodies if they are unable to accomplish their ideal physique and beauty desires. A person with a high level of body satisfaction tends to feel comfortable and satisfied with their body shape and image according to (Cash & Pruzinsky in Marshall & Lengyell, 2012). As a result, there are many people who interpret social exposure to be harassment for themselves due to their irregular body and beauty standard.

Fortunately, there is an ongoing trend namely body positivity movement related to the fashion industry which aims to normalize all body shapes and beauty standards. According to Merriam-Dictionary, diversity is "partic-

ularly, the inclusion of varied types of individuals". It refers to the appreciation of different human body forms rather than having one "ideal body". It also includes the act of size inclusivity which is the acceptance of larger and smaller size bodies of all kinds. This trend is remarkable because it not only eliminates the shame associated with weight gain but also paves the

way for people to start letting go of the traditional society standards and start embracing their actual self without any constraints and appreciate their personal beauty. Unfortunately, there is still an urgent demand for body positivity as seen by the dearth of extended plus size clothes and models in fashion advertisements (Macias, 2022).



Figure 1.3 Aerie #AerieREAL Ad Campaign



Figure 1.4 British Vogue, May 2018



Figure 2. Aerie #AerieREAL Ad Campaign

Therefore, the narrative around body positivity is greatly influenced by advertising. As people grow more conscious of true beauty, businesses have also decided to modify the narrative using body positivity campaigns in their advertising strategies. Businesses must carefully analyze and plan their advertising strategies that include body-positive messages since, despite the potential advantages of body positivity, some people worry that the movement may cause more harm than good because of its polarizing nature, such as the movement could create toxic body positivity where people encourage others to be okay with obesity even though it was later on proven that obesity is

one of the deadly killers in the world, more dangerous than smoking stated (Orlando Health, 2021).

The importance of diversity in marketing can be observed throughout a wide range of sectors, but in 2019 the fashion and retail industry came in for constant criticism over the goods they were selling and the marketing strategies they were using. The absence of an inaccurate portrayal of diversity in fashion marketing and commercials, however, is not, in many respects, a recent issue. The problem of diversity in fashion marketing is brought to light by Vinjamuri (2017), who notes that some people think that using diversity as a marketing

strategy is unnecessary since it has no effect on how customers perceive and interact with firms. Despite that, there are also other opinions that said representing diversity in marketing strategies may be thought vital since including varied individuals in advertising may improve consumers' perceptions of businesses

and their purchase intentions. For this reason, the author wants to conduct this research to explore further whether firms are rewarded for having diversity in their marketing as there are two sides to the argument.

Moreover, there is a dearth of research on the subject of the effect of body positive commercials and studies on body positive marketing initiatives are very recent. According to a study by (Compton, 2021), exposure to advertisements that promote body acceptance and feature women of different sizes and shapes generally has a beneficial impact on women. Nonetheless, research on how body positivity commercials affect both women's perception and purchase intention towards fashion products, especially in Indonesia is still limited. Therefore, the researcher aims to fill in the gap in literature by conducting this study to determine whether there is any significant impact the body positivity movement has on customer's perception and purchase intentions towards fashion products in Indonesia and which kind of model's body type to use in advertisements has greater effect on consumer's perception and purchase intention.

In brief, the underrepresentation of various body shapes and sizes in the fashion industry has long been criticized. It is crucial to comprehend how the variety of body images in fashion advertisements affects consumers' perceptions and their buying intentions. Finding an explanation for the elements that affect consumers' purchasing decisions would also help businesses to improve their efforts to support body positivity campaigns and satisfy their customers. Moreover, to add more from the limitations of the previous research, the author wants to study the effect size inclusivity as the moderating variable between diversity in advertising and attitude towards advertisement which refers to the study by (Macias, 2022).

The purpose of this research is to determine how impactful body diversity in advertising affects consumers' attitude toward advertisements and their desire to buy clothes, to determine what kind of models to utilize in fashion goods commercials to strengthen consumer perceptions of advertisements and buy intent, and to explore the effects of size inclusivity as the moderating variable of diversity in advertising and attitude toward the advertisements.

Literature Review

Body Image

Body image refers to the psychological view that people have of the style and aesthetic of their physical look, shape, and size. Body image sentiments may also have an impact on subsequent thoughts and actions depending on how happy or unhappily a person feels about their physical appearance (Fisher, 2014). Thus, it may be claimed that body image is a complex concept that includes how we feel and think about our bodies, and that it is very easy to deceive us into thinking that what we feel is inaccurate. Those who struggle with negative body image are more likely to feel hopelessness, loneliness, obsessions with weight loss, and poor self-esteem. Studies by Halliwell and Dittmar (2004) and Yan and Bissell (2014) are just a few that have voiced concern about the results of attempting to obtain the "ideal body" portrayed in the media. To put it another way, seeing images that promote the goal of being thin has a negative effect on how people perceive their own bodies. The reason for this is that when people view images of skinny women, who represent the "perfect body," they start to assess and compare how well their own bodies suit the "ideal body" (Cohen et al., 2017).

Advertising

Any non-personal presentations, concept promotions, product and service promotions, and the act of product and service promotion carried out by the paid sponsorship can be categorized as advertising (Trehan M., & Trehan R. 2007). It is a medium for mass communication, a potent weapon for marketing, a part of the economic system, a significant way to support the media, a social institution, an artistic form,

and a tool for running a business. It is one of the marketing tactics that is crucial in modifying social behavior.

Fashion Advertising

Fashion advertising is a form of marketing in which businesses promote their fashion products to specific audiences through advertising campaigns and events (Bhasin, 2019). The main objective of fashion advertising is to boost sales. In conclusion, fashion advertising is essentially advertising fashion's products to either fashionconscious customers or to distribution channels like retail chains and other businesses.

The Body Positivity Movement

Body positivity promotes self-love and acceptance of bodies of all colors, sizes, and most crucially, appearances in order to challenge society pressures and the development of body standards (Cwynar-Horta, 2016). Giving people access to opportunities and resources on an equal basis, regardless of whether they have physical or belong to minority groups, is a practice known as body inclusion.

Body Positivity in Fashion Marketing

Due to the growth of social networks and increased action pressure, young people are forcing top retailers to be both socially conscious and time-sensitive (Luzon, 2019). The goal of incorporating body positivity into businesses is to accurately represent society, which aids in fostering young people's feeling of value and self-worth. Since views toward the growing body positivity movement have changed, the fashion industry has boosted the manufacture of plus-size clothing in an effort to appeal to a clientele that is more size-sensitive. This change encourages women to feel good about their bodies, no matter what size they are. Women are more passionate about shopping now that many well-known brands provide items in large sizes, and they are also embracing confidence and establishing a more positive self-image (Miller, 2020).

Size Inclusivity

In its commitment to delivering significant, long-lasting change to the fashion industry, the

movement for greater size diversity in fashion has made a significant contribution to the body positivity movement. Size inclusion supports the brand's commitment to body acceptance, and marketing campaigns would be worthless if sizes weren't properly represented. In order to enable everyone to express themselves genuinely, inclusive sizing means reducing barriers and introducing a new segment strategy outside of the "standard" size (Pignard, 2020).

Customer's Perception

(Raji, M. N. A., Zainal, A., 2016) describe perception as a vast mental image that humans construct and then extrapolate to form a more substantial reality. Also, when the issue of consumer perception of a product occurred, Customer perception is produced at the first impression about the product, then the customers will quickly develop an opinion about the value of a product even before the purchase. In conclusion, the definition of customer perception is the client's perspective of the company and its goods. That is why customer perception is so crucial to the company process, from comprehending consumers to engaging with them, promoting, and influencing their purchasing decisions and brand loyalty, as well as their advocacy activities (Zhang, 2019). Businesses prioritize customer impression since it has a direct impact on their operations (Ringshall, 2021).

Self Congruity

Self image congruence measures how well consumers believe their identities align with the objectives of the product (Safitri & Riptiono, 2020). The self-image congruence theory is pertinent when looking at how customers are impacted by brand variety. It is believed that consumers relate their perceptions of a brand's personality or user image to their own unique social, ideal, and/or ideal social self-concepts (Sirgy, 2018). According to research, customers are more likely to buy a brand if they identify with it since doing so would satisfy their requirements for self-esteem, social consistency, and/or social approbation (Sirgy and Johar, 1999).

Ideal and Actual Self Congruity

Actual self congruence refers to how one perceives reality, whereas ideal self congruence refers to how one perceives one's ideal. It is argued that a brand is selfcongruent when its personality matches a person's actual or ideal perception. Malär et al. (2011) assert that whereas actual self-congruence is viewed as the congruence between consumers and brand personality, ideal self-congruence is a reflection of the perception of congruence between customers' ideal conceptions and brand personality.

Attitude towards Advertisement

Attitudes toward advertising are the predisposition to notice and respond to ads in general. Consumers who have a positive attitude toward the advertisement are more likely to intend to purchase while customers who have a negative attitude toward the advertisement are less likely to plan to purchase (Verbeke & Vackier, 2005). One of the best methods to evaluate an advertising's effectiveness is by looking at its positive impacts, such as how likely a person is to feel happy and interact with others. A good example of this is utilizing models to appear in the advertisement. According to (Henderson-King & Henderson-King, 2001; Wiseman, Sunday, & Becker, 2005), marketers regularly use attractive models in advertising to appeal to women as their target market. They believe that when customers see models that represent the ideal of beauty in society, they have a more positive viewpoint.

Purchase Intention

The consumer's buying intention is their impression of their propensity to acquire something in the future (Najib et al., 2021). Buying intention provides insight into the variables that influence customer behavior. These elements may include a brand's logo, name,

color, packaging, etc. An advertisement endorser's notoriety, skill, and beauty may quickly catch customers' attention and enhance buying intention. It also stated that depending on how one feels about one's body, either a positive or negative body image satisfaction results in a purchase decision (Reddy and Reddy, 2010).

Hypotesis

- H1: Actual self congruity will correspond to higher purchase intention
- H2: Ideal self congruity will correspond to higher purchase intention
- H3: The use of Ideal body model in advertisements has a positive impact on more positive attitude towards advertisement
- H4: More diverse body model in advertisements has a positive impact on more positive attitude towards advertisement
- H5: "Size inclusivity" will moderate the relationship between diverse body model in advertisements and attitude towards advertisement
- H6: Attitude towards advertisement has positive influence on purchase intention

Methods

The methodologies used in this study were qualitative and quantitative. The objective of the qualitative is to seek knowledge of the impact of body positivity campaigns in fashion advertising while also finding the relation of size inclusivity as the moderating variable in this study. Whereas the quantitative technique is to investigate and validate the relationship between variables after conducting the qualitative approach. Those who have noticed and have seen diversity in fashion commercials and/or have bought at least one product that is promoted with a diverse model will be the criteria of the respondents. Purposive sampling was utilized in this study.

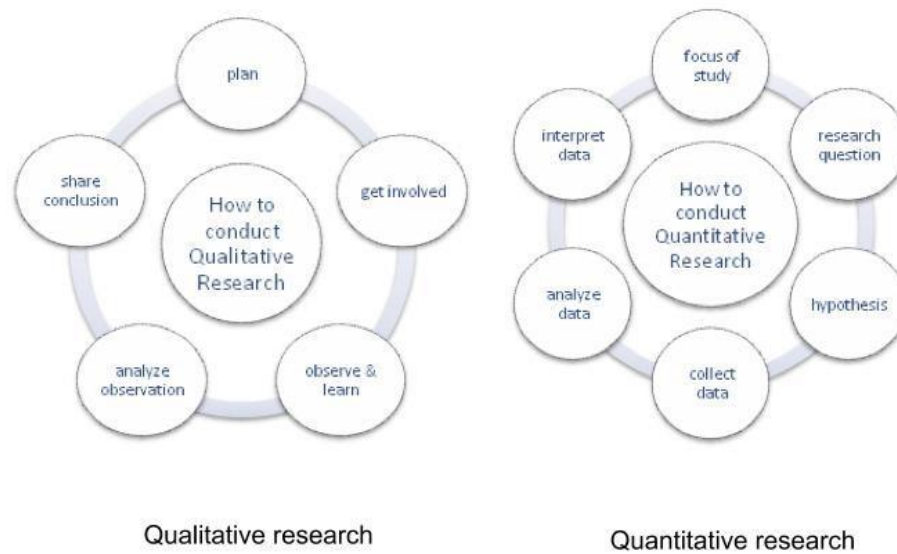


Figure 3. Qualitative and Quantitative Research Design

Results and Discussion

Hypothesis Testing

The researcher then tests hypotheses using the PLS-SEM approach, calculating the P value as well as the path coefficient. The path coefficient is used to determine if the variables

have a positive or negative effect on the other variables. The P value is used to determine whether the variables have a significant influence on the other variables. The table below displays the outcomes of the latest structural path's bootstrapping.

Table 4.17 Hypothesis Testing

Structural Path	Path Coefficient	P values	Result
Actual Self Congruity → Purchase Intention	0.047	0.394	Rejected
Ideal Self Congruity → Purchase Intention	0.009	0.877	Rejected
Ideal Model Used in Advertisements → Customer's Attitude Towards Advertisements	0.277	0.000	Accepted
Diverse Model Used in Advertisements → Customer's Attitude Towards Advertisements	-0.019	0.729	Rejected
Size Inclusivity x Diverse Body Model in Fashion Advertisements → Customer's Attitude Towards Advertisements	0.024	0.600	Rejected
Customer's Attitude Towards Advertisements → Purchase Intention	0.216	0.000	Accepted
Aesthetic Appearance → Customer's Attitude Towards Advertisements	-0.076	0.181	Rejected
Customer Preference → Customer's Attitude Towards Advertisements	0.366	0.000	Accepted
Motivation x Customer's Attitude Towards Advertisements → Purchase Intention	0.041	0.467	Rejected

a. H1: Actual self-congruity will correspond to higher purchase intention

This hypothesis is rejected based on the bootstrapping analysis since it has a P value of 0.394, which is more than the significance level of 0.05. This suggests that the variable of genuine self-congruity has no bearing on increased purchasing intention. It does, however, have a positive path coefficient of 0.047, indicating that this hypothesis has a favourable impact on purchase intention. As a result, genuine self-congruence and increased purchase intention have a little but favourable impact on one another.

b. H2: Ideal self-congruity will correspond to higher purchase intention

This hypothesis is rejected based on the analysis since it has a P value of 0.877, which is more than the significance level of 0.05. This implies that the variable of ideal self-congruity has no effect on increased purchasing intention. This hypothesis, on the other hand, has a positive path coefficient of 0.009, indicating that it has a positive impact on purchase intention. As a result, ideal self-congruence and increased purchase intention have a little but favourable impact on one another.

c. H3: The use of Ideal body model in advertisements has a positive impact on more positive attitude towards advertisement

According to the table, this hypothesis is accepted since it has a P value of 0.000, which is less than the significance threshold of 0.05. This might imply that the variable of using an ideal body model in fashion advertisements has a major impact on more positive customer attitudes regarding advertisements. Furthermore, this hypothesis has a positive path coefficient of 0.277, indicating that it has a considerable beneficial impact on customer attitudes regarding advertising. As a result, using an ideal body model in fashion commercials has a strong favourable effect on more positive client attitudes about advertisements.

d. H4: More diverse body model in advertisements has a positive impact on more positive attitude towards advertisement

Unlike the previously accepted hypothesis regarding the use of ideal physique models in fashion marketing. This hypothesis is rejected because the P value of 0.729 is less than the significance level of 0.05, indicating that the variable of using diverse body models in fashion advertisements has no significant influence on more positive customer attitudes toward advertisements. Furthermore, it has a negative path coefficient of -0.019, indicating that it has no negative significant affect on customer attitudes regarding commercials. As a result, the usage of various body models in fashion commercials had no meaningful effect on client attitudes regarding advertisements.

e. H5: "Size inclusivity" will moderate the relationship between diverse body model in fashion advertisements and attitude towards advertisements

According to the table, this hypothesis is rejected since it has a P value of 0.600, which is more than the significance level of 0.05. This suggests that the mediating variable of size inclusion in fashion ads between various body models and client opinion toward commercials has no meaningful impact. This hypothesis, on the other hand, has a positive path coefficient of 0.024. This suggests that while various body models in fashion commercials have no meaningful effect on customer attitudes regarding advertisements, they do favourably affect one another.

f. H6: Attitude towards advertisement has positive influence on purchase intention

According to the findings, this hypothesis is accepted since it has a P value of 0.000, which is less than the significance level of 0.05. This might imply that a customer's opinion about ads has a substantial impact on purchase intention. Furthermore, this hypothesis has a positive path coefficient of 0.216, indicating that it has a considerable positive impact on purchase intention. As a result, client attitudes regarding commercials have a strong positive impact on purchase intention.

g. H7: Aesthetic Appearance Value has a positive influence on Attitude towards Advertisement

According to the table, this hypothesis is rejected since it has a P value of 0.181, which is less than the significance level of 0.05, indicating that the variable of aesthetic appearance value has no meaningful impact on customers' attitudes regarding commercials. Furthermore, it has a negative path coefficient of -0.076, indicating that it has no negative significant effect on customer attitudes regarding commercials. As a result, the aesthetic appearance value has no substantial impact on customers' attitudes regarding commercials.

h. H8: Customer Preference has a positive influence on Attitude towards Advertisement

According to the findings, this hypothesis is accepted since it has a P value of 0.000, which is less than the significance level of 0.05. This might imply that consumer choice has a big impact on customers' attitudes regarding ads. Furthermore, this hypothesis has a positive path coefficient of 0.366, indicating that it has a strong beneficial impact on client attitudes regarding commercials. As a result, consumer

preference has a major beneficial impact on customers' attitudes regarding commercials.

i. H9: Motivation as moderating variable between Attitude towards Advertisements and Purchase Intention

According to the table, this hypothesis is rejected since it has a P value of 0.467, which is more than the significance level of 0.05. This suggests that the motivating variable of customer attitude toward ads has no substantial impact on purchase intention. This hypothesis, on the other hand, has a positive path coefficient of 0.041. This implies that moderation of motivation has no significant effect on consumer attitudes regarding ads on purchase intention but has a favourable effect on both.

4.3.4.9 F-square Effect Size

According to Wong (2013), the goal of utilizing F-square is to examine the interactions between variables (strong or weak) and acquire a more in-depth understanding of the variables' connection. F-square values are 0.02, 0.15, and 0.35, which represent tiny, medium, and large impacts, respectively. The F-square test results are shown below.

Table 4.18 F square Effect Size

Structural Path	f-square	Effect Size
Actual Self Congruity → Purchase Intention	0.004	Small
Ideal Self Congruity → Purchase Intention	0.000	Small
Ideal Model Used in Advertisements → Customer's Attitude Towards Advertisements	0.065	Medium
Diverse Model Used in Advertisements → Customer's Attitude Towards Advertisements	0.000	Small
Size Inclusivity x Diverse Body Model in Fashion Advertisements → Customer's Attitude Towards Advertisements	0.001	Small
Customer's Attitude Towards Advertisements → Purchase Intention	0.075	Medium
Aesthetic Appearance → Customer's Attitude Towards Advertisements	0.006	Small
Customer Preference → Customer's Attitude Towards Advertisements	0.158	Large
Motivation x Customer's Attitude Towards Advertisements → Purchase Intention	0.005	Small

From the table, we can see that the rejected variables have a small effect size, which are Actual Self Congruity, Ideal Self Congruity,

Diverse Model Used in Advertisements, Size Inclusivity as a moderating variables between Diverse Model Used in Advertisements and

Customer's Attitude Towards Advertisements, Aesthetic Appearance, and Motivation as a moderating variable between Customer's Attitude Towards Advertisements and Purchase Intention. On the other hand, other variables such as Ideal Model Used in Advertisements and Customer's Attitude Towards Advertisements have a medium effect size to Customer's Attitude Towards Advertisements and Purchase Intention. The largest effect size is Customer Preference on Customer's Attitude Towards Advertisements.

Discussion

1. H1: Actual self-congruity will correspond to higher purchase intention

According to the data analysis, it is not demonstrated that actual self-congruity corresponds to increased purchasing intention. This differs from previous research by Carnevale (2018), Sirgy (1985), and Tooray and Oodith (2017), who found that actual self-congruity and customer attitudes and purchase intention are positively correlated, implying that consumers are more likely to have favorable opinions about advertisements and higher purchase intentions when the model's body size matches the consumer's actual body size. The outcome of this study differs from the results of previous comparable studies because it is validated by the interview results when respondents are asked to compare their actual bodily state to their ideal beauty standard. They indicated that, while the majority of them are happy with their existing body shape, they still desire to modify the way their bodies seem in order to fit into the beauty standard and look nice when wearing clothes. According to these findings, even if they see a model with a similar body size to them in fashion advertisements, it does not mean that their intention to purchase the product will increase because they know deep down that they still want to change their current body form into their ideal body form that fits into the beauty standard.

2. H2: Ideal self-congruity will correspond to higher purchase intention

Based on the data analysis, this hypothesis, like the prior one involving actual self-congruity, is rejected. It has not been established that

ideal self-congruity correlates substantially with increased buying intention. This differs from previous research by Carnevale (2018), Sirgy (1985), and Tooray and Oodith (2017), which stated that higher ideal self-congruity is associated with a consumer's perception of their ideal body type matching that of the model in a fashion advertisement, ideal congruity affects purchasing incentive cumulatively, and both actual and ideal self-congruity affect purchase intentions. Recent research, however, has produced findings that call the ideal self-congruity concept into question. The interview findings offer insight on a possible cause for the disparity. Despite their satisfaction with their present body shape, respondents' desire to comply to conventional beauty standards and their ideal body shape remained. This underlying desire to alter their existing body shape may reduce the influence of ideal self-congruity on purchasing intention. According to the findings, customers are aware of the disparity between their actual and ideal body shapes, and this awareness influences their purchasing intentions.

3. H3: The use of Ideal body model in advertisements has a positive impact on more positive attitude towards advertisement

According to the findings, the employment of an ideal body model in fashion commercials has a considerable favorable influence on more positive customer attitudes regarding advertisements. This study backs up the findings of Carnevale (2018), Sirgy (1985), and Tooray and Oodith (2017), who found a link between exposure to ideal body models and more favourable sentiments about fashion commercials. According to these research, idealized body images in commercials act as aspirational symbols, creating good opinions of the items and brand. This research also contradicts the findings of Compton (2021), who indicated that the model employed in clothes advertising does not greatly alter how young adult female shoppers perceive the things offered in the advertisement. As a result, the representation of ideal body models in fashion commercials may appeal to people's desire to meet conventional beauty standards. Consumers may interpret these models as representing beauty ideals and

acquire goals to have similar appearances as a result. This notion can have an impact on consumers' views toward commercials, as they may see them as a source of inspiration, motivation, and advice in reaching their ideal body image.

4. H4: More diverse body model in advertisements has a positive impact on more positive attitude towards advertisement

According to the data analysis, despite the previously accepted notion, the inclusion of various body models in commercials does not have a substantial favorable influence on more positive attitude toward advertisements. In contrast to prior research, the rejected hypothesis in this study implies that including various body models in fashion commercials had no significant beneficial influence on more positive sentiments regarding the advertisements. This conclusion contrasts the findings of Drake (2017), who found that fashion advertising using varied body models elicited higher ad sentiments and stronger interest. Furthermore, based on the descriptive analysis, one of the indicators with the highest mean is CAA4 (4.066) with the statement "Fashion product advertisements with diverse body models attract me," which means that respondents are more attracted to fashion product advertisements with diverse body models, and it also has the lowest standard deviation (0.716) with the statement "Fashion product advertisements with diverse body models attract me." It suggests that, on average, respondents believe that they are more drawn to fashion goods presented using various body models rather than ideal body models, as seen by the low standard deviation. Most of the interviewees also mentioned that the usage of varied models' body types in advertisements becomes one of the criteria that customers evaluate when purchasing a product. Furthermore, a company that accurately depicts a broad range of diverse body types on commercials rather than just in descriptions will be favoured, as will both online and offline businesses that corroborate the descriptive analysis results.

Several variables might explain the discrepancy between the current study and earlier in-

vestigations. To begin, changes in sample characteristics and study circumstances may have impacted the outcomes. Variations in respondents' cultural, demographic, or psychographic characteristics may result in differing views and responses to various body models in ads. When evaluating research findings, it is critical to keep the unique context and intended audience in mind. Finally, cultural changes and developing opinions of body image and beauty standards might explain the disparity. Previous research done prior to the current study may reflect a time when the need for diversity representation was more fresh and significant. Increased exposure to various body models in commercials may have lessened the novelty impact over time, resulting in less marked favourable opinions.

5. H5: "Size inclusivity" will moderate the relationship between diversity in advertising and attitude towards advertisement

According to the data study, it is not demonstrated that size inclusivity would considerably modify the association between advertising diversity and advertising attitude. This finding differs from a previous study by Macias (2022), which stated that when there is a lack of size inclusivity, young women of diverse sizes are more likely to feel negative emotions such as body shame and dissatisfaction. However, when size inclusivity is present, young women of all sizes are more likely to feel good about themselves and their bodies, which increases their purchasing intention. This might indicate that size inclusiveness affects the brand's client. This might indicate that size inclusiveness affects the brand's client. Furthermore, it differs with the findings of the interview, where the majority of respondents agreed that a brand that really informs the wide variety of size possibilities on commercials and not only in the descriptions would be favored. Several reasons, including the link between size inclusion, diversity in advertising, and attitudes toward commercials, may lead to the hypothesis's rejection despite supporting earlier work and consumer preferences. Cultural variances, societal developments, and changes in con-

sumer perceptions throughout time are examples of such influences. The disparity might be due to variations in the circumstances in which the research was done. The study sample's characteristics can also have a substantial influence on research findings. Differences in demographics, body image beliefs, or cultural backgrounds among respondents may have also contributed to the hypothesis's failure.

6. H6: Attitude towards advertisement has positive influence on purchase intention

According to the data study, client attitudes regarding advertising have a considerable positive effect on purchase intention. This backs up previous research findings by Ahmed Sallam and Ali Algammash (2016), and Agung (2016), who discovered that attitudes toward advertisements significantly influenced attitudes toward brands and purchase intentions, and consumer attitudes toward advertisements have a major influence on consumers' purchase intentions. A favorable attitude toward advertising, according to the study, may have a beneficial influence on how clients view the firm, leading to greater levels of credibility, trust, and perceived value. This positive association aids in the building of a favorable brand image, which enhances customers' buy intent. When consumers have a good attitude toward advertising, they are more likely to view the brand's items to be appealing and of high quality.

7. H7: Aesthetic Appearance Value has a positive influence on Attitude towards Advertisement

According to the data research, it is not demonstrated that aesthetic appearance value has a major beneficial impact on advertising attitudes. The rejected hypothesis implies that the aesthetic appearance value has no beneficial impact on attitudes toward advertising. This conclusion contradicts prior research, such as studies by Sheng and Teo (2012), Reimann et al. (2010), and Veryzer (1993), which stressed the role of customer perceptions and experiences in determining a brand's visual appeal. Furthermore, interview replies revealed that respondents liked advertising with good cinematography, atmosphere, and

visual since it matched their particular preferences. Sheng and Teo (2012), Reimann et al. (2010), and Veryzer (1993) previously shown a relationship between consumer beliefs, visual attractiveness, and attitude toward commercials. Consumers identify a brand's visual appeal with its attractiveness, sensory characteristics, and overall experience, according to these research. Advertisements that are visually appealing have been shown to positively affect customer sentiments and improve brand perception. According to interview results, respondents favored advertising with good cinematography, atmosphere, and visual. They related these aesthetic components with curiosity and personal preference. Respondents also believed that firms who put effort into their marketing were good and worth purchasing. These preferences and opinions suggested that aesthetic appearance value had a beneficial impact on consumer views toward commercials. Despite prior research and consumer preferences to the contrary, the hypothesis on aesthetic appearance value and attitude toward advertisement was denied. Individual variations, for example, consumer preferences and opinions of aesthetic appearance value might vary greatly among individuals. While some customers place a high priority on visual appeal in advertising, others place a higher value on factual substance or emotional resonance. The hypothesis' rejection may reflect individual variances in the value put on aesthetic attractiveness.

8. H8: Customer Preference has a positive influence on Attitude towards Advertisement

According to the data research, client preference has a strong beneficial effect on attitude toward commercials. This validates Zhang's (2008) study findings from earlier literature. Preference is a notion utilized in the social sciences, notably economics. It implies a real or perceived "choice" between alternatives, as well as the option of ranking these alternatives in terms of pleasure, satisfaction, fulfillment, enjoyment, and value. Zhang (2008) and related social science literature acknowledge preference as a crucial aspect in decision-making pro-

cesses. A variety of factors influence preferences, including personal interests, wants, desires, and individual features. Understanding client preferences is critical in the context of advertising for marketers to effectively communicate with and appeal to their target audience. Brands may boost favourable sentiments and raise the possibility of consumer engagement and purchase by aligning marketing with customer preferences. This idea is consistent with the respondent's interview comment that personal preferences, such as the model used in advertisements, designs, colours, quality, materials, pricing, and customer reviews of the items, are all key considerations that might affect the consumer's purchasing choice. These findings are consistent with the idea of customer preference, which believes that people may make decisions based on their personal preferences and the perceived value or satisfaction obtained from those choices. The agreement between interview findings and the accepted hypothesis confirms the concept that consumer choice influences views about ads in a favourable way.

9. H9: Motivation as moderating variable between Attitude towards

Advertisements and Purchase Intention

According to the data analysis, motivation does not significantly affect the association between attitude toward commercials and purchase intention. According to the rejected hypothesis, motivation does not operate as a moderator between attitude toward commercials and buy intention. This conclusion runs counter to prior research by Al Othman & Shuqair (2013), who describe motivation as a condition that guides and drives people's behavior toward a goal. Previous research by Al Othman & Shuqair (2013) highlights the function of motivation as a driving force that fosters goal-directed behavior. Individual attitudes and intentions, including responses to ads, are influenced by motivation. Motivated people are more likely to respond to adverts, which leads to more positive attitudes and improved buy intentions. Furthermore, the interview replies suggested that respondents intended to transform their bodies in order to fit into preferred

garments and meet conventional beauty standards. They reported a wish to seem healthy and proportionate in order to conform to the media's representation of models with perfect bodies. These comments suggest that motivation influences perceptions regarding commercials and purchasing intentions. However, this hypothesis is still rejected, and numerous reasons, such as discrepancies in the conceptualization and assessment of motivation among research, may contribute to the rejection of the hypothesis regarding motivation as a moderating component. The rejected hypothesis might be due to differences in how motivation was defined, operationalized, and appraised. Different measuring devices or scales may produce contradictory results. Furthermore, motivation is a complex construct that is impacted by both internal and external variables. It might be difficult to capture all motivating effects in a single research. The rejected hypothesis might be the result of omitting important motivating elements or failing to account for the complexity and diversity of human motives.

Conclusion

As a result of the qualitative research, it can be concluded that most individuals prefer it when fashion businesses market their products using various models, particularly those with similar body types to them. However, additional testing through quantitative study revealed that the factors of the employment of varied body models in fashion commercials were denied. According to the findings, advertising using ideal physique models has a stronger impact on the consumer's impression of the advertisement and desire to purchase. Based on the result of the quantitative method, the consumers, regardless of their own body shapes and sizes, responded more favourably to fashion commercials showcasing leaner or ideal body models, according to the research. Based on the qualitative and quantitative study, the societal effect of "ideal" body image, as maintained by media and cultural norms, may have a considerable impact on consumer choices and views. Size inclusiveness does not significantly impact the association between advertising diversity and customer sentiments

regarding commercials. After additional investigation, it was shown that, while the presence of size diversity alone does not considerably improve consumer sentiments, it does favourably affect one another, albeit with a minor effect. Size inclusion is simply one component of diversity that should be addressed with other dimensions such as racial and ethnic diversity, age diversity, and body shape diversity

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